

**MIDDLE ATLANTIC
Region 1
HHS-N-276-2011-00003-C
Outreach Training To Unaffiliated Health Professionals In
Rural Areas
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Executive Summary

1. The primary goal of the project was the following: Nurses and other health professionals in the four rural counties surrounding Rochester, N.Y., especially those that are unaffiliated with any of the region's hospitals, will be made aware of and trained to access and use the free, reliable health information that is available on the web, helping them provide better care for their clients and patients.
2. The target population was nurses, nursing students, social workers, occupational therapists and other health professionals working in the rural counties surrounding Rochester, N.Y., (Livingston, Ontario, Wayne and Wyoming counties) that were not affiliated with the University of Rochester or area colleges or hospitals. This group was targeted because access to library services and resources is not available through their workplace agency.
3. The following organizations agreed to partner in this project: Monroe Plan for Medical Care, Finger Lakes Developmental Disabilities Service Office, Wayne Finger Lakes BOCES Nursing Program, Finger Lakes Health School of Nursing. A series of training and awareness sessions were conducted on site at various agency locations, including offices in the four rural counties. Four webinars were also conducted.
4. The project trained a total of 86 health professionals including nurses(RNs, LPNs, Nurse Practitioners), nursing school faculty, social workers, nutritionists, occupational therapists, physical therapists, psychologists, speech therapists. A total of seven onsite training sessions and four webinars were conducted. Several sessions were scheduled as a result of positive word of mouth by attendees of the initial sessions who wanted additional staff to learn about the project. All of the sessions included agency staff that service clients in the four rural counties surrounding Rochester. A major accomplishment of the project was the dissemination of information regarding the availability of free, full text clinical and consumer health information to a variety of health professionals in these under-served counties. Awareness was raised about where to locate these free resources and also how to use these resources to improve patient care. Emphasis was placed teaching the health professionals how to select and locate free, full text clinical and consumer health information.
5. An article discussing the history of the CLIC-on-Health for Health Professionals project has recently been published: Ciambor, Barbara, Younglove, April, Miller, Kathleen M. "CLIC-on-Health Update: Serving the Information Needs of Unaffiliated Health Professionals." Journal of Consumer Health on the Internet 16, no. 1 (2012):37-52.

Minority Populations Served

African Americans: No
American Indians/Alaska Natives: No
Asian Americans: No
Hispanics/Latinos: No
Native Hawaiians and Pacific Islanders: No
Other: No

Approaches and Interventions Used

These were the goals and objectives for this project:

Goal: Nurses and other health professionals in the four rural counties surrounding Rochester, especially those that are unaffiliated with any of the region's hospitals, will be made aware of and trained to access and use the free, reliable health information that is available on the web, helping them provide better care for their clients and patients.

Objectives:

1. Increase awareness of the free, reliable health information resources that are available on the Internet through the CLIC-on-Health web portal "Information for Local Health Professionals".
2. Ascertain specific needs of this rural population of unaffiliated health care workers and add appropriate resources to the web portal as needed.
3. Translate the current training curriculum, developed under an earlier NN/LM award, revised for the new audience, for delivery via GoToMeeting webinars.
4. Offer training in a variety of formats to intended target group: 5 on-site and 4 live webinars which will be recorded and available for use any time from the CLIC-on-Health website.
5. Continuously evaluate the effectiveness of the training modules and make adjustments as needed.

In order to accomplish these goals and objectives the following steps were undertaken:

Communication was established with seven health agencies operating within the four rural counties surrounding Rochester (Ontario, Wayne, Wyoming and Livingston). A series of phone calls, email communications were made and project promotional and informational material was sent to the staff education offices of each agency. Six of the agencies did not offer access to library databases/services to their staff. One of the agencies offered limited access to library services but does not extend this to students upon graduation. Four agencies responded positively to participating in the project. These agencies were: Monroe Plan for Medical Care, the Finger Lakes Developmental Disabilities Service Office, Wayne Finger Lakes BOCES School of Nursing, Finger Lakes Health School of Nursing. A contact person was identified and a discussion of the specific needs of the staff, faculty and students was determined. Sessions were scheduled with the contact person indicating dates, times available and groups to be trained. A total of seven onsite training sessions were conducted with 62 in attendance. The curriculum used in onsite, hands on training was adapted and delivered via four webinars with 24 attendees. The webinars have been recorded and will be posted to the CLIC-on-Health Tutorials for Health Professionals page.

http://www.cliconhealth.org/Training/Local_Health_Professionals/Tutorials/

Both the project manager, Barbara Ciambor and the Technical Assistant Librarian, April Younglove contributed to the progress of the project through onsite training, creation of the training materials, and implementation of the four webinars and updating of the CLIC-on-Health website.

Training and promotional materials used in the project are available publically:

<http://cliconhealth.org/AboutUs/>

http://www.cliconhealth.org/Training/Local_Health_Professionals/Tutorials/

Evaluation Activities

Each training session participant was provided with a post session evaluation. Webinar participants were sent evaluations using Survey Monkey. The evaluation included eleven questions designed to determine if the training was effective. A stated goal for the project was to raise awareness of freely available health information resources and access options for obtaining these resources.

- The statement "The extent of new knowledge I gained from this program was..." showed 64 % with the response of "extensive".
- When asked at the end of these sessions "Do you think you will use any knowledge gained in support of patient care?" 100% of those responding indicated that yes, they would use this knowledge to support patient care.
- 100% also indicated that they planned to share this information with co-workers/students.

A follow-up assessment was sent on April 16 to thirty seven participants that had attended training sessions in February and March to determine their use of the information provided. To this date thirteen participants have responded in the following way:

- 85% have used what they learned at the CLIC-on-Health training session
- 85% indicated that they had shared/discussed the information learned with others.

Several respondents indicated that they would have liked more time to do more hands on training. Although not stated as a specific objective, providing additional hands on searching exercises should be included in future training, as it reinforces the material that is taught.

In addition to onsite sessions, four webinars were offered as an option for training. These sessions were one hour each and covered the following topics:

- An introduction to using the CLIC-on-Health for Local Health Professionals page to locate free, full text sources of clinical and consumer health information
- Using the CLIC-on-Health for Local Health Professionals page to search for free, full text journal articles from PubMed/Medline, NLM Gateway, clinical practice guidelines/best practices websites and online journals
- Using the CLIC-on-Health for Local Health Professionals page to search for drug/medication information and consumer health websites
- Using the CLIC-on-Health for Local Health Professionals page to search the New York State Library's NOVELNY free health databases and to learn more about the resources available from local Rochester, NY libraries

Information about the webinars was distributed using RRLC listservs and was sent directly to partner agency contacts. A total of twenty four attended the online webinars.

The use of webinars as a method of training will continue: webinars offer the option to those unable to attend an onsite session and because the webinars are recorded they can be "played back". It has been noted that during onsite, in person training there was immediate feedback and interaction with the class. Close to 100% of class attendees offered their evaluation of the sessions, which were used to determine the effectiveness of teaching. The webinars offered an opportunity for feedback, but in all four sessions none of the attendees asked questions. Follow-up evaluations were sent following the sessions. The response rate was poor, but those responding indicated they would use the information gained to support patient care and would share the information with others. Additional assessment will need to be undertaken to determine if the webinar format is an effective means of teaching the material.

Problems or Barriers Encountered

The restriction regarding the time allowed by agency partners for providing training continues to be an issue for the CLIC-on-Health Outreach project. It is important to learn about the group that would be in attendance prior to a session so the training could target skills and resources that would be most relevant. Three of the onsite sessions were scheduled for a two hour time period; these were the most successful in that the class attendees were able to learn about the information resources and immediately practice searching skills to help reinforce what they had learned. One other problem encountered was that three of the sessions were located in buildings that did not provide wireless internet access, which resulted in very slow searching. In one instance the instructor's computer froze completely. Flexibility is always required in onsite training, so instruction continued with the class doing the searching, following the instructor's verbal instructions. This class turned out to be a very successful session as the students were required to perform a lot of hands-on searching, which helped them understand the material discussed.

Continuation Plans

The Local Health Professionals page on CLIC-on-Health will continue to be promoted by RRRLC through distribution of materials with area school of nursing contacts and through updates sent to project partners. The Wayne Finger Lakes BOCES School of Nursing and the Finger Lakes Health School of Nursing have asked that training sessions be scheduled for their students during July, 2012, when their schedules will be more accommodating. The Rochester Regional Library Council has applied for funds through the National Network/Libraries of Medicine to extend the project through 2012-13.

Impact

The CLIC-on-Health for Health Professionals project has been important because there has been an attempt to address the information needs of an under-served group of health professionals working in the four rural counties surrounding Rochester, N.Y. The participating agencies do not have the resources to fund access to library resources or services and are also looking at new ways to provide continuing education programming. Here is a "success story" as related by an occupational therapist from Ontario County who participated in one of the on-site training sessions: "I cannot thank people enough for this link and tool to self education, self improvement, updating education, being able to get info first hand without cost, travel, fees and pop ups and diversions. Thank you for assistance in my private education as well as professional awareness of changes in treatment, medications, standards and recommendations for care in various areas. I used to have to call and ask someone else to help me obtain reliable information on a specific diagnosis, and now I will be able to do this independently for myself and others. Thank you again."

RRLC has had the opportunity to share information about the CLIC-on-Health Outreach to Health Professionals project through the recent publication of the article published in the Journal of Consumer Health on the Internet and at the 2011 annual meeting of the Upstate New York/Ontario chapter of the Medical Library Association. Information about this project will continue to be shared with members of the RRLC community through the CLIC-on-Health website and RRLC listservs.

Lessons Learned

When conducting an outreach training project one of the lessons learned is that there are many factors that affect the scheduling of training sessions that are beyond your control. The reality of time constraints affects how much material can be reasonably covered. Uncertainty regarding internet access requires flexibility during the point of training. Unexpected positive results occurred during one session when the instructor's computer froze and students were required to demonstrate all of the instructor's search examples with hands on exercises. The students indicated they had learned a lot from the exercises. More hands-on exercises, even in short one hour sessions should be emphasized. Knowing what we know now about time constraints and the varied level of participants' searching skills, emphasis should be placed on teaching basic searching skills including how to obtain free, full text articles. For others interested in applying the outreach program in their own setting, it is recommended that they determine the information needs and interests of their user group so they can target training that will answer specific questions.

Other

N/A

**Attachment 1: AR summary data: Subcontractor
activities**